

Notice of Allowability	Application No.	Applicant(s)	
	09/545,034	CUE ET AL.	
	Examiner	Art Unit	
	JAMES ZURITA	3625	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to 05/12/2008.
2. ☒ The allowed claim(s) is/are 94-111.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).
 - * Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) 3. <input type="checkbox"/> Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date _____ 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit
of Biological Material | <ol style="list-style-type: none"> 5. <input type="checkbox"/> Notice of Informal Patent Application 6. <input checked="" type="checkbox"/> Interview Summary (PTO-413),
Paper No./Mail Date <u>09/24/2008</u> . 7. <input checked="" type="checkbox"/> Examiner's Amendment/Comment 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance 9. <input type="checkbox"/> Other _____. |
|--|---|

/James Zurita/ Primary Examiner

DETAILED ACTION

Response to Amendment

On 5/12/2008, applicant amended claims 94, 99, 103 and 108.

Claims 94-111 are allowed.

Examiner's Amendment

The following Examiner's amendment was approved by Mr. Kim on 24 September 2008: Claims 94 and 999 are amended as follows:

94. A system for presenting customized information at an electronic commerce site, comprising:

a server having at least one computer processor; and
computer accessible memory operably linked to the processor, wherein the
memory comprises computer instructions directing the at least one computer processor
to perform the steps of:

~~a database in a computer system~~ storing information in a database relating to products offered by a vendor at an electronic commerce site;

executing an administrative application ~~that executes on a computer~~ to provide an administrator with an administration interface to view said information relating to said products and to store in said database configuration data that defines a custom store having at least one of a restricted set of said products and non-standard pricing for said products; and

~~executing~~ a custom store application ~~that executes on a computer and that~~
~~examines to examine~~ a referrer header field in an HTTP request from a customer for
access to said electronic commerce site to determine whether said referrer field
indicates that said customer request originated from a predetermined host and, if the
referrer field indicates that the request originated from said predetermined host,
~~generates and causes~~ generating and causing to be displayed a custom store page
from said vendor's electronic commerce site that contains the restricted set of said
products and/or the non-standard pricing for said products defined by configuration data
associated with said predetermined host, wherein said administration interface is
secured for administration, but not for customer access.

99. A system for presenting customized information at an electronic
commerce site, comprising:

a server having at least one computer processor; and
computer accessible memory operably linked to the processor, wherein the
memory comprises computer instructions directing the at least one computer processor
to perform the steps of:

~~a database in a computer system~~ storing information in a database relating to
products offered by a vendor at an electronic commerce site;

~~executing~~ an administrative application ~~that executes on a computer~~ to provide
an administrator with an administration interface to view said information relating to said
products and to store in said database configuration data that defines a custom store

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having at least one of a restricted set of said products and non-standard pricing for said products;

executing a custom store application ~~that executes on a computer~~ and that is responsive to a request for customer access to said electronic commerce site that designates a custom store, for generating and causing to be displayed a custom store page from said vendor's electronic commerce site that contains the restricted set of said products and/or the non-standard pricing for said products defined by said configuration data, wherein said administration interface is secured for administration, but not for customer access; and

executing a reconciliation application ~~that determines~~ to determine whether said configuration data includes information relating to products that are no longer available from said vendor, and ~~provides~~ provide notification to the administrator if such information is included in the configuration data.

Examiner's Reasons for Allowance

The following is an examiner's statement of reasons for allowance:

None of the prior art of record remedies the deficiencies found in Bezos (US 6029141), the closest US prior art. Furthermore, neither the prior art, the nature of the problem, nor knowledge of a person having ordinary skill in the art, provide any reasonable rationale to combine prior art teachings to disclose the combination of features of representative claim 94, *inter alia*

executing a custom store application to examine a referrer header field in an HTTP request from a customer for access to said electronic commerce site to determine whether said referrer field indicates that said customer request originated from a

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predetermined host and, if the referrer field indicates that the request originated from said predetermined host,

generating and causing to be displayed a custom store page from said vendor's electronic commerce site that contains the restricted set of said products and/or the non-standard pricing for said products defined by configuration data associated with said predetermined host, wherein said administration interface is secured for administration, but not for customer access.

The closest non-patent literature is Maglitta, Special Dell-ivery, Electronic Business, Highlands Ranch, Dec. 1997, vol. 23, iss. 12, page 43, downloaded from the Internet on 11/10/2006, 8 pages.

Maglitta discloses Dell computer's Premier Pages, again, neither the prior art, the nature of the problem, nor knowledge of a person having ordinary skill in the art, provide any reasonable rationale to combine prior art teachings to disclose the combination of features of representative claim 94, *inter alia*

executing a custom store application to examine a referrer header field in an HTTP request from a customer for access to said electronic commerce site to determine whether said referrer field indicates that said customer request originated from a predetermined host and, if the referrer field indicates that the request originated from said predetermined host,

generating and causing to be displayed a custom store page from said vendor's electronic commerce site that contains the restricted set of said products and/or the non-standard pricing for said products defined by configuration data associated with said predetermined host, wherein said administration interface is secured for administration, but not for customer access.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JAMES ZURITA whose telephone number is (571)272-6766. The examiner can normally be reached on 8am-5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on (571)272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/James Zurita/
Primary Examiner
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24 September 2008